

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claims 1-22 (canceled)

1 Claim 23 (previously presented): A computer-implemented
2 method comprising:

3 a) accepting ad information;
4 b) determining at least one of (1) a candidate
5 concept and (2) a candidate concept indicator using
6 the accepted ad information;
7 c) presenting the determined at least one candidate
8 concept and candidate concept indicator to an
9 advertiser; and
10 d) determining a representation of the concept
11 targeting information for the ad using, at least,
12 advertiser feedback to the presented at least one
13 candidate concept and candidate concept indicator.

1 Claim 24 (previously presented): The
2 computer-implemented method of claim 23 further
3 comprising:

4 e) determining at least one of (1) a further
5 candidate concept and (2) a further candidate
6 concept indicator using advertiser feedback; and
7 f) presenting the determined at least one further
8 candidate concept and further candidate concept
9 indicator to the advertiser.

1 Claim 25 (previously presented): The
2 computer-implemented method of claim 23 wherein the

3 candidate concept indicator is a previously processed
4 search query to which the ad would have been relevant.

1 Claim 26 (previously presented): A computer-implemented
2 method comprising:

- 3 a) accepting targeting criteria information
4 associated with an ad;
- 5 b) determining at least one targeting concept using
6 at least the accepted targeting criteria
7 information;
- 8 c) determining a representation of the determined
9 at least one targeting concept; and
- 10 d) associating the determined representation with
11 the ad.

1 Claim 27 (previously presented): The
2 computer-implemented method of claim 26 wherein the act
3 of determining at least one targeting concept further
4 uses at least information from other ads using the same
5 or similar targeting criteria information.

1 Claim 28 (previously presented): A computer-implemented
2 method for determining concepts of a request, the method
3 comprising:

- 4 a) accepting request information;
- 5 b) determining at least one concept using the
6 request information;
- 7 c) generating a representation of the determined at
8 least one concept, wherein a score of least one of
9 the at least one concepts in the generated
10 representation is adjusted using performance

11 information of advertisements that have been served
12 pursuant to the concept.

1 Claim 29 (previously presented): The
2 computer-implemented method of claim 28 wherein the at
3 least one concept includes a "no concept" concept.

1 Claim 30 (previously presented): The
2 computer-implemented method of claim 28 wherein the
3 performance information is advertisement selection
4 information.

1 Claim 31 (previously presented): The
2 computer-implemented method of claim 28 wherein the
3 performance information is conversion information.

1 Claim 32 (previously presented): A computer-implemented
2 method for adjusting a score of a concept relative to a
3 request, the method comprising:

4 a) tracking performance information of
5 advertisements served pursuant to the concept; and
6 b) adjusting the score of the concept relative to
7 the request using the tracked performance
8 information.

1 Claim 33 (previously presented): The
2 computer-implemented method of claim 32 wherein the act
3 of adjusting the score includes increasing the score if
4 the tracked performance information is above a threshold
5 performance level.

1 Claim 34 (previously presented): The
2 computer-implemented method of claim 32 wherein the act
3 of adjusting the score includes decreasing the score if
4 the tracked performance information is below a threshold
5 performance level.

1 Claim 35 (previously presented): The
2 computer-implemented method of claim 32 wherein the act
3 of adjusting the score uses the tracked performance of
4 the concept relative to tracked performance of at least
5 one other concept.

1 Claim 36 (previously presented): The
2 computer-implemented method of claim 32 wherein the
3 performance information is advertisement selection
4 information.

1 Claim 37 (previously presented): The
2 computer-implemented method of claim 32 wherein the
3 performance information is conversion information.

Claims 38-59 (canceled)

1 Claim 60 (previously presented): Apparatus comprising:
2 at least one processor;
3 at least one communications interface; and
4 at least one storage device, the storage device
5 storing program instructions which, when executed by the
6 at least one processor, perform a method including:
7 a) accepting ad information;

8 b) determining at least one of (1) a candidate
9 concept and (2) a candidate concept indicator using
10 the accepted ad information;
11 c) presenting the determined at least one candidate
12 concept and candidate concept indicator to an
13 advertiser; and
14 d) determining a representation of the concept
15 targeting information for the ad using, at least,
16 advertiser feedback to the presented at least one
17 candidate concept and candidate concept indicator.

1 Claim 61 (previously presented): The apparatus of claim
2 60 wherein the stored program instructions which, when
3 executed by the at least one processor, perform a method
4 further including:

5 e) determining at least one of (1) a further
6 candidate concept and (2) a further candidate
7 concept indicator using advertiser feedback; and
8 f) presenting the determined at least one further
9 candidate concept and further candidate concept
10 indicator to the advertiser.

1 Claim 62 (original): The apparatus of claim 60 wherein
2 the candidate concept indicator is a previously processed
3 search query to which the ad would have been relevant.

1 Claim 63 (previously presented): Apparatus comprising:
2 at least one processor;
3 at least one communications interface; and
4 at least one storage device, the storage device
5 storing program instructions which, when executed by the
6 at least one processor, perform a method including:

- 7 a) accepting targeting criteria information
- 8 associated with an ad;
- 9 b) determining at least one targeting concept using
- 10 at least the accepted targeting criteria
- 11 information;
- 12 c) determining a representation of the determined
- 13 at least one targeting concept; and
- 14 d) associating the determined representation with
- 15 the ad.

1 Claim 64 (previously presented): The apparatus of claim
2 63 wherein the act of determining at least one targeting
3 concept further uses at least information from other ads
4 using the same or similar targeting criteria information.

1 Claim 65 (previously presented): Apparatus for
2 determining concepts of a request, the apparatus
3 comprising:
4 at least one processor;
5 at least one communications interface; and
6 at least one storage device, the storage device
7 storing program instructions which, when executed by the
8 at least one processor, perform a method including:
9 a) accepting request information;
10 b) determining at least one concept using the
11 request information;
12 c) generating a representation of the determined at
13 least one concept, wherein a score of least one of
14 the at least one concepts in the generated
15 representation is adjusted using performance
16 information of advertisements that have been served
17 pursuant to the concept.

1 Claim 66 (original): The apparatus of claim 65 wherein
2 the at least one concept includes a "no concept" concept.

1 Claim 67 (original): The apparatus of claim 65 wherein
2 the performance information is advertisement selection
3 information.

1 Claim 68 (original): The apparatus of claim 65 wherein
2 the performance information is conversion information.

1 Claim 69 (currently amended): Apparatus for adjusting a
2 score of a concept relative to a request, the apparatus
3 comprising:

4 at least one processor;
5 at least one communications interface; and
6 at least one storage device, the storage device
7 storing program instructions which, when executed by the
8 at least one processor, perform a method including:
9 a) tracking performance information of
10 advertisements served pursuant to the concept; and
11 b) adjusting the score of the concept relative to
12 the request using the tracked performance
13 information.

1 Claim 70 (previously presented): The apparatus of claim
2 69 wherein the act of adjusting the score includes
3 increasing the score if the tracked performance
4 information is above a threshold performance level.

1 Claim 71 (previously presented): The apparatus of claim
2 69 wherein the act of adjusting the score includes

3 decreasing the score if the tracked performance
4 information is below a threshold performance level.

1 Claim 72 (previously presented): The apparatus of claim
2 69 wherein the act of adjusting the score uses the
3 tracked performance of the concept relative to tracked
4 performance of at least one other concept.

1 Claim 73 (original): The apparatus of claim 69 wherein
2 the performance information is advertisement selection
3 information.

1 Claim 74 (original): The method of claim 69 wherein the
2 performance information is conversion information.

1 Claim 75 (new): The computer-implemented method of claim
2 23 further comprising:
3 e) using the determined representation of the
4 concept targeting information for the ad to
5 determine a similarity of the ad to a request for
6 ads.

1 Claim 76 (new): The computer-implemented method of claim
2 23 wherein the representation of the concept targeting
3 information includes a plurality of concepts, each having
4 a score.